

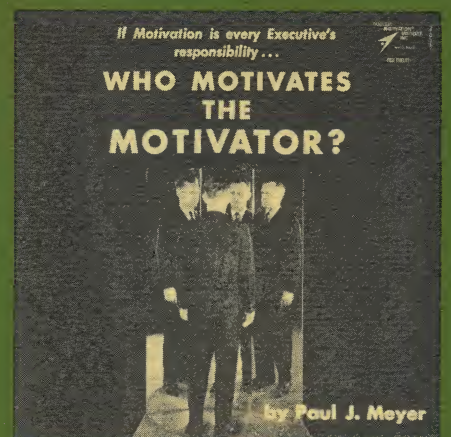
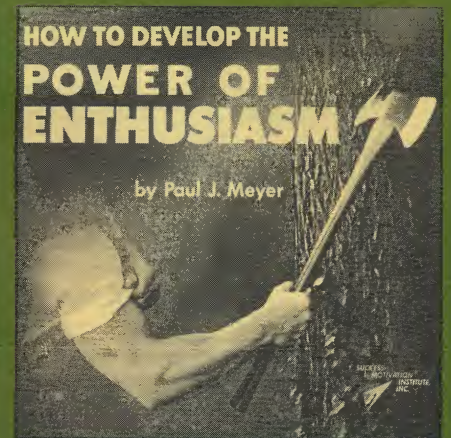
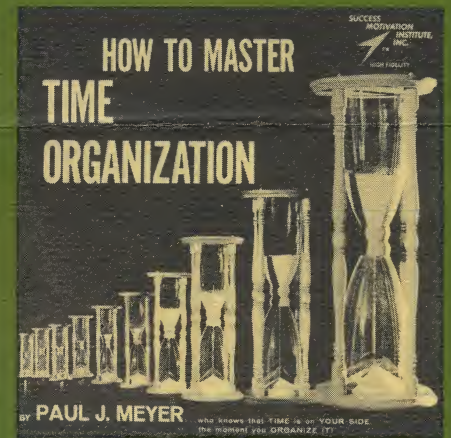
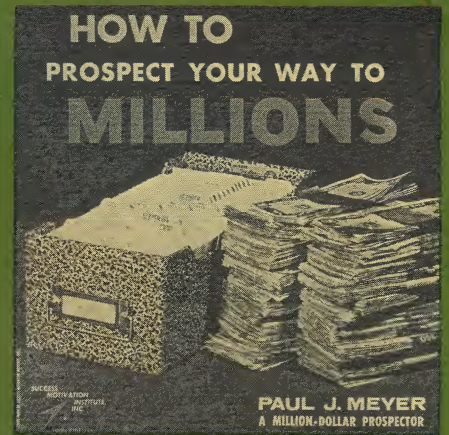
The "HOW-TO's" of Professional Selling

CREATED BY
Paul J. Meyer
A MASTER OF PERSONALIZED
MOTIVATION

SUCCESS
MOTIVATION[®]
INSTITUTE,
INC.



WACO, TEXAS



Meet The Man Who Lives The Truths Found In These Albums

Each generation produces its own successful men; those who rank head and shoulders above the crowd in desire, determination, effort, and "stick-to-itivness." Unfortunately, few of these men ever take the time or effort to give others the formulas and plans which worked for them. Paul Meyer is one man who is taking the time. The four albums at the right are neither fiction, nor figments of a fertile imagination. They represent facts that have been tested and personally proved during a decade and a half of Selling, Sales Management, and Business Management.

Despite a modest beginning, Paul Meyer used his sales ability to become a millionaire at the age of 27. For more than a decade his personal earnings have exceeded \$100,000 per year. Through the proved use of "double-sensory" learning, the same salesmanship techniques Paul Meyer turned into a fortune can be put to work for you.



HOW TO PROSPECT YOUR WAY TO MILLIONS

Now you can learn how to turn "suspects" into "prospects" . . . prospects into customers, and customers into "centers of influence." By utilizing the methods outlined and fully explained on this double album, you can multiply your income tremendously. Paul Meyer defines, explains, and discusses the SIX major areas of Prospecting. Included is complete printed booklet of the narration.

SMI-1323/2

\$11.95

HOW TO MASTER TIME ORGANIZATION

In order to average \$100,000 per year in earnings, you must learn time organization and practice it. This album will give you a new awareness of Time. It will show you how Time can be your strength, your power . . . even the very essence of your health, prosperity, and success. Paul Meyer concisely explains in this album how to make Time your greatest asset. Entire printed script of narration.

SMI-1327

\$6.95

HOW TO DEVELOP THE POWER OF ENTHUSIASM

Henry Ford once said, "You can do anything if you have Enthusiasm!" Paul Meyer has proved it and now enthusiastically passes this knowledge on to you. This new album will provide you with a new awareness of the power which can be generated by Enthusiasm; how to put this power to work for you in all areas of your life, and how to become a better professional. You will learn the basic ingredients of enthusiasm, how to maintain it, and how to control it. Master the power of enthusiasm and you'll master your life's goals. Album comes with printed booklet of narration.

SMI-1339

\$7.95

WHO MOTIVATES THE MOTIVATOR?

You, the executive, must daily motivate others to excel. How do you "recharge" your "batteries"? Can it be done while you are performing your managerial tasks? How can you rejuvenate your energy and maintain peak performance throughout your career? Listen while Paul Meyer guides you in overcoming the hazards of false security and leads you to greater success through lasting self-motivation.

SMI-2002

\$3.95

SOME OF THE MATERIAL:

- Centers-of-Influence
- Timing and Planning
- Identify, Then Qualify
- Observation Prospecting
- Learn the Value of Empathy
- The Herringbone and Nest Methods

SOME OF THE MATERIAL:

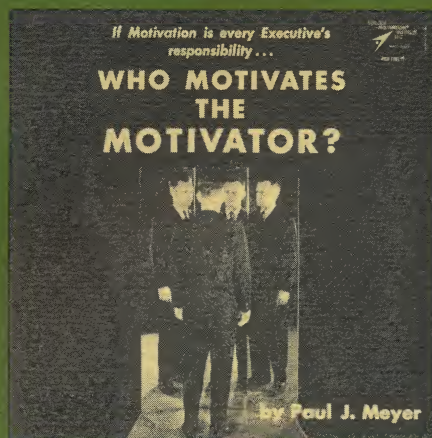
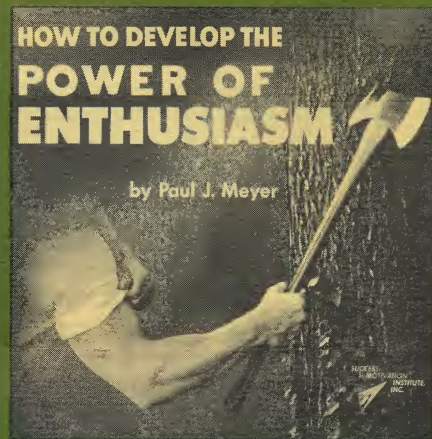
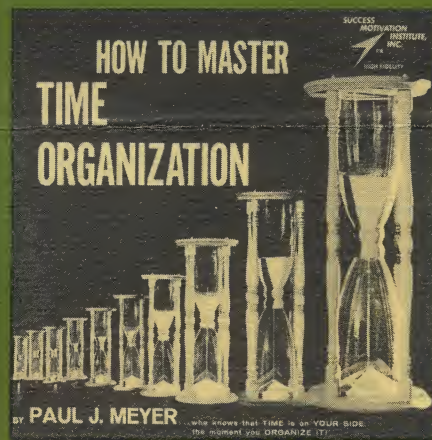
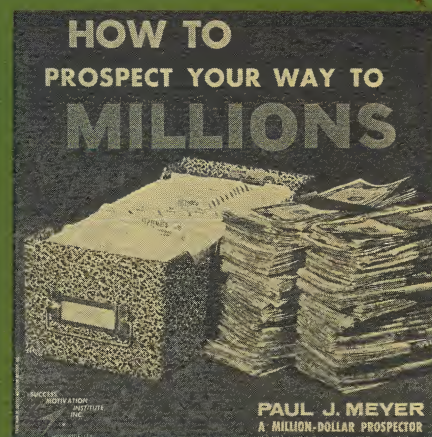
- The Monetary Value of Time
- The Savings through Planning
- How to Cope with Time Thieves
- The Four Dimensions of Time
- How to Classify Time-Consuming Activities
- Eliminating Time Distractions

SOME OF THE MATERIAL:

- The Source of Enthusiasm
- Four Parts of Enthusiasm
- Selling Power of Enthusiasm
- The Need for Belief
- Enthusiasm Momentum
- The Power of Enthusiasm

SOME OF THE MATERIAL:

- How to Motivate Yourself while Motivating Others
- How to recognize the FIVE Danger Signals of Executive Complacency
- How to develop the FIVE Points of Strength that produce Success

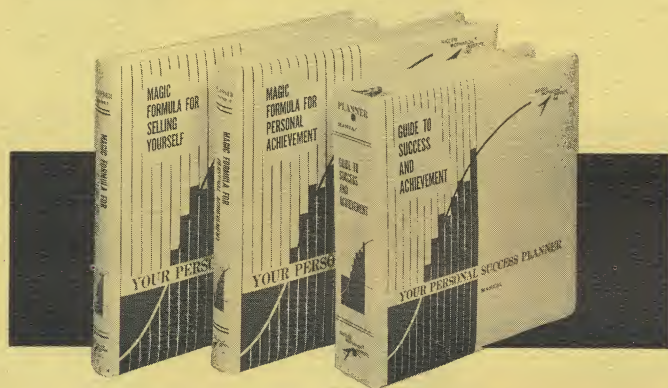


There's More For YOU From **Success Motivation Institute**

A Company Dedicated To "Motivating People To Their Full Potential"™

MANY THOUSANDS of people in all walks of life have been assisted through the personalized motivational and sales training materials created and produced by SMI. Professional men, old "pros," beginning salesmen, and executives at all levels across the nation, find assistance from the recorded material created by recognized "Masters of Success".

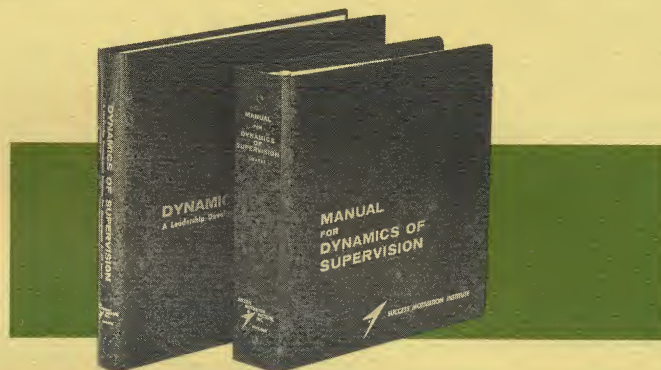
YOUR PERSONAL SUCCESS PLANNER



This amazing program has been called one which can give "Direction to Your Dreams." It is exactly what the name implies . . . Your Personal Success Planner. It contains the tools by which you can increase your ability to sell yourself and your ideas, an Action Planner to enable you to plan and reach major goals in the six areas of your life. This three-volume Program answers many tremendous needs in today's business and professional fields.

BEHIND THE PRODUCTS created, produced, and sold by SMI are scores of men and women who rank at the top of their fields. Modern recorded communication methods enable them to provide knowledge, professional side-lights, sales tips, motivational secrets on a lasting, continuing basis. If you wish to learn more about this unique company and its equally unique products, you may write for a complete, illustrated catalog at the address below.

THE DYNAMICS OF SUPERVISION



A Leadership Program for Management at all levels is presented in an easy-to-understand manner. Using the "double-sensory" approach, the author provides a complete analysis of all causes and effects, problems and solutions. Truly a masterful guideline for supervisory and management personnel, the DOS has been hailed by industry and manpower as a remarkably effective tool.

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☐ THE DYNAMICS OF SUPERVISION

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Paul J. Meyer, President

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MOTIVATION[®] INSTITUTE, INC. PAUL J. MEYER, PRESIDENT

Personal Motivation, Leadership Development, and Sales Training Recorded Courses

Dear Friend of SMI:

What would it mean to you if you could spend thirty minutes a day with a master salesman, motivator, and businessman like Paul J. Meyer?

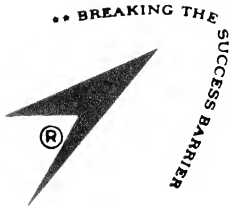
It would mean that you could absorb and make a part of you some of the skills Paul has used to become one of America's leading salesmen and businessmen. It would mean that you would apply proved ideas and skills to every area of your life.

Now, through the intimacy of electronic recordings, you can have the benefit of daily associations. You can hear Paul discuss such necessary success-producing skills as --

PROSPECTING -- How you can get people to help you sell, motivate or manage. How you can find more and more people who are interested in helping you sell your product or service to the people they know. Paul discusses the six major areas of prospecting with you in his album, "How to Prospect Your Way to Millions."

TIME ORGANIZATION -- Time is money! Time is energy! Time is accomplishment! You either organize it and use it, or you don't organize it and you lose it. The ability to organize your time is a rare ability! Paul shares with you, in "How to Master Time Organization," the attitudes and skills he used to accomplish at 35 what has taken other men a lifetime to accomplish. (His day only had 24 hours in it, too.)

ENTHUSIASM -- Enthusiasm is that white-hot heat that can burn every obstacle from your path. Nothing can stop a man who has an idea or purpose he believes in and is enthusiastic about. In "How to Develop the Power of Enthusiasm" Paul shows you how to put enthusiasm to work for you. He explains that enthusiasm is a quality of emotion just like love, compassion, and even hate, and that it is also developed. In other words, you don't become successful and, as a result, enthusiastic. You become enthusiastic and, as a result, successful.



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MOTIVATION -- The key ingredient of an intensely successful person is his ability to motivate himself. He must be a "self-starter" before he knows how to "start" others. He must have the courage to demand the best of himself before he can demand the best from others. In "Who Motivates the Motivator" Paul shares with you a plan he calls his "Million Dollar Success Plan." He shows you how to use it as a yardstick for every prospect you face.

Here's all you have to do to invite Paul into your home. On the enclosed card check the number of each of the recordings you would like. Fill in your full name and the address to which you wish the recordings shipped. Enclose the card, along with your check or money order, in the enclosed postage-paid envelope. Mail it today . . . now! Your recordings will be shipped immediately.

Positively and Successfully,

John E. Cook, Jr.

Vice President - General Manager

P.S. For more information about our two programs, the "DYNAMICS OF SUPERVISION" or the "PERSONAL SUCCESS PLANNER," fill out and enclose the coupon on the back of the "How-to's of Professional Selling" folder.

SUCCESS MOTIVATION



INSTITUTE, INC. WACO, TEXAS

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DEAR PAUL:

Yes, I'd like to master the skills you have found to be necessary to success in modern business. Send me:

.....copies of "How to Prospect your Way to Millions" (SMI 1323—2 12-inch 33 1/3 recordings \$11.95)

.....copies of "How to Master Time Organization" (SMI 1327—1 12-inch 33 1/3 recording \$6.95)

.....copies of "How to Develop the Power of Enthusiasm" (SMI 1339—1 12-inch 33 1/3 recording \$7.95)

.....copies of "Who Motivates the Motivator" (SMI 2002—1 7-inch 33 1/3 recording \$3.95)

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